

2009/2010 Proposed City Council Goal Statements

I. Character of the City

Protect and enhance Williamsburg's unique character—the Colonial Williamsburg Historic Area, College of William and Mary, entrance corridors, urban environment, neighborhoods, and open spaces.

II. Economic Vitality

Increase employment opportunities, income, business success, and city revenues by supporting, promoting, and expanding the city's tourism base and other development and redevelopment opportunities.

III. Neighborhoods and Housing

Protect and enhance the quality of the city's residential neighborhoods, and encourage the provision of affordable housing for city residents and workers.

IV. Transportation

Provide an effective transportation system which is compatible with the future land use plan; serves pedestrians, bicyclists and motorists; and promotes the expanded use of transit and rail.

V. Public Safety

Secure an ever safer community by enabling police, fire, emergency management and judicial operations to protect and serve city residents, visitors, businesses and historical assets.

VI. Education and Human Services

Seek opportunities and implement programs that address the educational, workforce training, health, social, and economic needs and expectations of city residents and workers.

VII. Recreation and Culture

Add to the quality and availability of recreational and cultural facilities and programming to meet the needs and expectations of city residents and visitors.

VIII. Environmental Sustainability

Build an evermore sustainable and healthy city pursuing multiple strategies for conservation and restoration, and providing essential environmental services related to drinking water, waste water, storm water and solid waste.

IX. City Organizational Leadership

Continuously improve the performance of the city government organization for greater fiscal strength, effectiveness in outcomes, and engagement with citizens.